

App. No. 10/710,961

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In the Claims:

Claims 1-20 (Cancelled)

20. (new) A customer relationship management system comprising: having a database; having said database contain data about a gaming player; and allowing said data to be accessed by users of the system having said system being accessible by a user through the Internet having said data being historic data of said gaming player having said data being the preferences of said gaming player having said system connecting to other database systems having said other database systems being used to form a junk having said system contacting said gaming player based on a selection criteria where said selection criteria is based on the information contained in said database having said users searching for a plurality of gaming players based on their gaming history and monitoring gaming service providers hotel inventories, gaming space, and gamers where said gaming player is contacted.

21. (new) A customer relationship management system of claim 20 further comprising where said system compares said data against a rule set.

22. (new) A customer relationship management system of claim 20 further comprising where said system will notify if a rule set is broken.

23. (new) A customer relationship management system of claim 20 further comprising where said system has a communication means for players and users to contact each other.

24. (new) A customer relationship management system of claim 20 further comprising where said notification is an E-mail.

25. (new) A customer relationship management system of claim 20 further comprising where said notification is mailing.

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26. (new) A customer relationship management system of claim 20 further comprising where said notification is telephonic.

27. (new) A customer relationship management system of claim 20 further comprising where said other databases are hotel reservation databases.

28. (new) A customer relationship management system of claim 20 further comprising having said users searching bases on qualifying criteria.